11 Tips For Writing Inclusive Job Ads

Linguistic inclusion

1 Write your advertisements in the languages and varieties of where you are advertising to localize the text to the intended pool of applicants.

2 Check that your language tests are testing the actual languages of your candidates.

Gender inclusion

3 Depending on the language, use pronouns which are not specific to one gender over another. In English, use 'you' instead of 'he' or 'she' or 'they' ('you will be a specialist' vs. 'she will be a specialist').

4 Avoid gendered language. Adopting the right technical methods can help you make your job ads neutral.

Literacy inclusion

5 Write in an accessible way as much as possible:
- Keep sentences short
- Keep paragraphs short
- Use white space to reduce visual 'noise'

6 With the help of an expert in text analysis, have your documents measured for their readability to assess the level of reading ability required for understanding the content.

Cognitive inclusion/neurodiversity

7 Use sans serif fonts like Arial, Verdana, Tahoma, Century Gothic, Trebuchet, Calibri or Open Sans. Crowded written text is more difficult to process.

8 Use bold for emphasis. Underlining and italics cause crowding.

Industry inclusion

9 Write your advertisements without jargon — and especially without your organization's own jargon — to make the text more accessible to a broader applicant pool.

Other considerations to make

10 Remove keywords and phrases which might act as a proxy for class backgrounds ('top tier university').

11 Have a section which directly addresses that candidates from diverse backgrounds are welcome to apply.